American Customer Satisfaction Index

State Data Centers (SDCs), Business Information Data Centers (BIDCs), lead and affiliate; Census Information Centers (CICs); and Regional Federal Depository Libraries

Bureau of the Census
U.S. Department of Commerce

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Chapter I

Customer Satisfaction 2005

a. Overview

Satisfaction (ACSI) with the Census Bureau's Website/Web Products and Customer Service shows stability over the past several years. In 2005 it is 72 on a 0-100 scale, compared to 73 in 2004 and 71 in 2005.[1] The differences in these years are not statistically significant.

2005 is the seventh year of measurement of satisfaction with the Bureau of the Census (BOC) among data distributors—those who serve between BOC and end users in distributing data to a wide customer base. The measurement uses the methodology of the American Customer Satisfaction Index (ACSI). From 1999 to 2003 changes were made in the distribution of the sample and in the causal activity inputs to the Census Bureau's cause and effect model used to measure satisfaction. Thus comparisons year-to-year were not totally comparable. In 2005, however, both sample strata and inputs to the model exactly match those used in 2003 and 2004.

American Customer Satisfaction Index for the Census Bureau

1999	2000	2001	2002	2003	2004	2005
70	67	69	73	71	73	72

b. Sample Distribution (strata)

The sample of data distributors is made up of four random samples of four types of data distributors The distribution of interviews, defined by the Census Bureau, puts emphasis on distributors at State Data Centers and Business Information Data Centers (SDC and BIDC) affiliates and lead agencies, and at regional federal depository libraries. Interviews are distributed: SDC/ BIDC affiliates (45%), depository libraries (30%), SDC /BIDC lead agencies (20%) and Census Information Centers (CIC (5%). Analyses of each of the first three strata of distributors with 50 or more interviews show differences, but because of small sample size these are not statistically significant. ACSI scores are 72 among those at SDC and BIDC lead agencies, 72 at their affiliate agencies, and 71 among those at depository libraries.

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[1] At the 90% confidence level, the confidence interval for theCensus Bureau's ACSI is plus or minus 1.7 points. This means that a difference of plus or minus 2.4 points is statistically significant.

Chapter II

Methodology

a. Introduction

The Bureau of the Census customer satisfaction measurement uses the modeling and survey methodology of the American Customer Satisfaction Index (ACSI), inaugurated for the private sector in 1994 and now completing its 12th year. Major federal agencies, including the Census Bureau, began using the methodology in 1999.

ACSI is the national indicator of customer evaluations of the quality of goods and services available to U.S. residents. It is the only uniform, cross-industry/cross-government measure of customer satisfaction. ACSI scores over the years for both private sector companies and government agencies are available on www.theacsi.org.

ACSI currently produces indices of satisfaction, its cause and effects, for 10 of the 20 NAICS economic sectors, 41 industries, 200 private sector companies, two types of local government services, the U.S. Postal Service, and a substantial portion of federal government. The measured economic sectors are those that provide goods and services to consumer households. One of these sectors is Public Administration, of which federal government is a part.   ACSI also measures two online industries, E-Business and E-Commerce. The companies in these are included in the other economic sectors.

The Stephen M. Ross School of Business at the University of Michigan[2] produces ACSI in conjunction with the American Society for Quality (ASQ) and the CFI Group. The Federal Consulting Group (FCG) participates in managing federal agency customer satisfaction measurement. The research for this report was conducted by the National Quality Research Center at the Ross School of Business of the University of Michigan.

b. Overview of ACSI Modeling

ACSI uses a tested, multi-equation, econometric model. There are two versions of the model, one for private, profit-making organizations where the outcome of Customer Loyalty is measured in terms of customer retention and price tolerance, known contributors to

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[2] The University of Michigan Business School was renamed the Stephen M. Ross School of Business at the University of Michigan in September 2004.

profitability. The version for government agencies allows each agency to define its desired outcome, and to specify the activities the agency does that may drive satisfaction and, in turn, the desired outcome. Like the private sector, the Census Bureau has selected Customer Loyalty as its desired outcome. However, it does not measure loyalty in financial terms but rather it measures loyalty in terms of confidence in the agency and willingness, if asked, to say positive things about its data products and services (advocacy).   Both the public sector and the private sector variations of the ACSI model are cause and effect models. Inputs to each come from surveys of customers/users of each measured company/agency.

For private sector industries, company scores for satisfaction (ACSI) and other model components are weighted by company revenues to produce industry indices. Industry indices are weighted by revenues to produce NAICS-defined economic sector indices. The sector indices, in turn, are weighted by each sector's contribution to the Gross Domestic Product (GDP) to produce the national ACSI. For federal government agencies, each is weighted by the budget expended on activities for the chosen customer segment to produce a federal government ACSI. The federal government contributes 3.7% of the GDP (Bureau of Economic Analysis figure for 2002), and thus of the national ACSI.

The ACSI is updated on a rolling basis with data from one to three economic sectors collected each quarter and used to replace data collected the prior year. Each company or agency is measured annually.   A combined federal agency score is released in mid-December each year. Last year's federal ACSI was 72.1, the same level the Census Bureau shows this year.

c. Customer Segment Choice

Each federal agency is asked to select a customer segment, or segments, central to its mission for interviews. Through seven years of measurement the Bureau of the Census has chosen distributors of census data as the customer segment to measure.   These distributors are those who, in turn, disseminate census products to a wide spectrum of individual and group users.   As noted earlier, the Census Bureau has chosen different mixes of data distributors over the years, but consistently used data distributors as the customer segment. For this year and the past two, the mix has been the same.

d. Customer Sample

The Census Bureau provided a list of organizations and contact persons for each of the four data distributor categories from which a random sample of each was selected sufficient for completion of 260 interviews. The sample distribution was described on page 4. Respondents this year come from 48 states and the District of Columbia.

e. Questionnaire and Interviewing

The questionnaire used is shown in Appendix A. It was designed to be agency-specific in terms of activities and outcomes, and introductions to the questionnaire and to specific question areas. However, it follows a format common to all the federal agency questionnaires that allow cause and effect modeling using the ACSI model. Questions focus on measurement of satisfaction with the website (www.census.gov), the principal vehicle for delivery of census data, and web products.

Customer interviews were conducted between, November 11 and 29, 2005 by professional interviewers of Market Strategies, Inc. working under monitored supervision from a central phone room in Portland, OR according to specifications provided by the National Quality Research Center at the Ross School of Business at the University of Michigan.   These were business hour, in-office interviews. Interviewers used CATI (computer-assisted-telephone-interviewing) terminals programmed for the specific questionnaire.

f. Customer Responses

Customer responses to all questions are shown as frequency tables in Appendix B. Appendix B also shows the means of all scaled questions.

g. Confidence Interval

The 90% confidence interval for the indices shown in circles in Figure 1 is plus or minus 1.7 points on the 0 to 100 scales on which indices are reported. The confidence interval for indices is smaller than for individual questions for a sample of 260 because each index is modeled using multiple questions.   Multiple questions provide more stability than single questions.

h. Benchmarking

Current and historical ACSI scores for all measured private sector companies and government agencies are available on http://www.theacsi.org. Agency scores and the total federal government ACSI are released publicly in December each year—this year on December 15, 2005.

Chapter II

ACSI Results

a. Model Indices

The model shown in Figure 1 (2005) for the Census Bureau's data distributors moves from left to right, with satisfaction (ACSI) in the middle. The circles are multi-variable components that are measured by one to five questions (question topics are shown at the tips of the small arrows). The large arrows connecting the components in the circles represent the strength of the effect of the component on the left to the one to which the arrow points on the right. These arrows represent "impacts." The larger the number on the arrow, the more effect the component on the left has on the one on the right.

Figure 1—ACSI Model for Bureau of the Census--2005

Segment: State Data Centers (SDCs) and Business Information Data Centers (BIDCs (lead agencies and affiliates), Census Information Centers (CICs), Regional Depository Libraries

Accuracy
87

Able to find info
71

Overall
81

Value
89

WEBSITE WEB PRODUCTS
78

3.8

Ease of Navigation
63

Retrieval, Manipulation
71

PERCEIVED QUALITY
81

3.5

Complaint Behavior

CUSTOMER COMPLAINTS
7%

-0.2

0.5

0.6

0.0

CUSTOMER SATISFACTION (ACSI)
72

0.1

Courtesy
88

CUSTOMER SERVICE
88

CUSTOMER EXPECTATIONS
75

4.1

Confidence
78

CUSTOMER LOYALTY
78

Professionalism
88

Satisfaction
78

Confirm/ Disconfirm Expectations
66

Comparison to Ideal
69

Advocacy
78

Overall
75

C.I. 90%=+/- 1.7

b. Satisfaction: ACSI

The ACSI is a weighted average of three questions, Q10, Q11, and Q12, in the questionnaire in Appendix A. The questions are answered on 1-10 scales, but the weighted average is transposed and reported as an index on a 0-100 scale. The three questions measure: Overall satisfaction (Q10) at 78; Fallen short of or exceeded expectations (Q11) at 66; and Comparison to an ideal (Q12) at 69. It is not unusual that general satisfaction exceeds the two more specific measures. The model does the weighting to maximize the effect of satisfaction on the agency outcome of Customer Loyalty at the bottom right of the model in Figure 1.

The 2005 customer satisfaction index (ACSI) for the Census Bureau data distributors this year is 72 on a 0-100 scale. This is the same as the 2004 federal government ACSI of 72.1 and is marginally below the national ACSI for all public and private sector companies in the third quarter of 2005 of 73.2. The national score is pulled up by the scores of manufacturers which are higher than those of service providers.

c. Drivers of Satisfaction

The model uses two activities that interface with customers as drivers of satisfaction: (1) Website/Web Products, and (2) Customer Service. Customer Service from the Census Bureau always scores in the high 80's and this year is 88 on the 0-100 scale. Website/Web Products score 78, comparable to last year's 77.

Two other components are major drivers of satisfaction. The first is the customer's expectations of the quality he/she would receive from the Census Bureau--expectations prior to use or, for longer term users, prior to recent use (Q1). Expectations at 75 compare to last year's 77. The second driver is the customer's overall perception of the quality delivered after experience with the Census Bureau. (Q9) which is 81 this year, virtually unchanged from last year's 82.

Drivers of Satisfaction			
	2003	**2004**	**2005**
WEBSITE/WEB PRODUCTS	74	77	78
Accuracy	84	87	87
Value	88	90	89
Ease of navigation	70	62	63
Able to find information (called Content in prior years)	67	72	71
Options for retrieving/manipulating data	60	69	71
CUSTOMER SERVICE	86	88	88
Courtesy	86	88	88
Professionalism	86	89	89
Major Drivers of Satisfaction			
CUSTOMER EXPECTATIONS (Anticipated Quality)	73	77	75
PERCEIVED QUALITY (Experienced Quality)	80	82	81

Because the website and the data products it delivers are such an important outlet for Census Bureau data, the model purposely uses five questions to explore various dimensions of the website.

The Census Bureau website and web products get their highest marks, as they did in past years, for the value of the data to data distributors (89) (Q3) and for accuracy (87) (Q2). The lowest score is for ease/difficulty of navigation (63) (Q4). However, when data distributor customers are asked, "How well have the options for retrieving or manipulating data from the Census Bureau's website met your and your users needs?" they rate these a somewhat better (71) (Q6). Ability to find the information one is looking for scores 71 (Q5).

Customer Service is derived from the scores for both courtesy (Q7) and professionalism (Q8)—both at an extremely high 88. As these ratings come from users who make multiple contacts with Bureau personnel, this continues to be a very high accolade for the personnel handling information requests—at a level so high it offers little room for improvement.

Overall, comparing results for 2004 and 2005, there is very little movement in these scores. Ease of navigation continues to be the biggest problem for data distributors..

The Census Bureau can be glad, however, that customers receive more quality than they expect. Expectations of quality (Q1) score 75, whereas experienced quality scores 81.

d. Outcomes of Customer Satisfaction

Customer Complaints

The level of customer complaints is a low 7%-- too small a proportion to analyze.

Customer Loyalty

The outcome the Census Bureau wants from satisfied data distributors is Customer Loyalty. **The Customer Loyalty index is 78,** down from last year's 81 despite the satisfaction level having remained statistically the same. Loyalty is measured by two questions: Confidence that the Census Bureau will do a good job in the future of supplying data products and services (Q14 rated 78); and willingness, if asked, to say positive things about Census Bureau data products and services (Q15, also at 78). Both measures are down from last year's scores of 81.

Customer Loyalty			
	2003	**2004**	**2005**
CUSTOMER LOYALTY	77	81	78
Confidence: Confident Census Bureau will do a good job in the future of supplying data products and services	77	81	78
Advocacy: Willingness, if asked, to say positive things about data products and services	88	90	78

e. Using the Model

Last year's gain in satisfaction (ACSI), rolled through the model and increased Customer Loyalty. This year satisfaction has remained static (72-73), as has the principal driver of satisfaction: Website/Web Products (77-78). Website/Web Products has an impact on ACSI such that a 5-point gain in it would cause an estimated 3.5-point gain in ACSI. Despite the constancy of ACSI, the outcome Customer Loyalty has dropped 3-points whereas the model would suggest it should have remained unchanged.

Admittedly, 2005 is an "off year" for interest in Census Data. The 2000 population census and the 2002 economic census are old news and data distributors may be finding "ho-hum" demand and interest for the products of the Website. With the first national American Community Survey (ACS) data now being released for places of 250,000, and next year with the first two years of data providing information on places of 65,000, there should be some upturn in interest in census data. Right now, at the end of 2005, ACS is still not in the national psyche. While data distributors may understand what frequent--ultimately annual--updates of population and housing data will mean, understanding and awareness of this has not yet

permeated through the society. Data distributors may not yet be seeing demand for or excitement about these data.

e. Summary and Recommendations

The Census Bureau has worked hard to make continuous improvements in the website www.census.gov since it was inaugurated in 1994. Data distributor users find the products valuable and accurate but have some problems with navigation and retrieval of what they want. These data distributors are tough customers to please. They give the Website/webproducts a consistent, good score, but not as outstanding a score as they give Customer Service. As was recommended last year, continued efforts to educate data distributors on moving around the website and acquiring data are worth Census Bureau attention at user conferences and other conferences where data distributors meet. This will be particularly important for introducing use of the American Community Survey.

And, as has been said in the past, Customer Service remains an activity where the best advice is "keep up the good work." Customer Service personnel deserve praise.

APPENDIX A

SURVEY QUESTIONNAIRE

PROG. NOTE: Move in CONTACT NAME from sample
[CONTACT NAME]: FNAME LNAME FROM SAMPLE

_____

PROG. NOTE: Move in STRATA from sample
[STRATA]: SEGMENT DESCRIPTION FROM SAMPLE
      1   State Data Center Lead agencies (n=52)
      2   SDC Affiliates (n=117)
      3   Census Information Centers (CICs) (n=13)
      4   Depository Libraries (n=78)

_____

PROG. NOTE: IF CONTACT NAME IS AVAILABLE RESTORE "May I speak with (RESTORE CONTACT NAME)?"; OTHERWISE GO TO INTRO}

_____

Hello, I'm (NAME) calling on behalf of the University of Michigan. We are conducting research on how satisfied users are with services provided by federal government agencies and private companies as part of the American Customer Satisfaction Index. You may have read something about the American Customer Satisfaction Index in USA Today, the Wall Street Journal or your local newspaper.

Today I want to ask you about data products and services you may have received from the Census Bureau. The purpose of the research is to help this government agency improve its services to you and to people like you who distribute data from the Census Bureau. Your opinions are very important for this research. Your name will be held completely confidential and never connected to your answers. Your participation is voluntary and you may stop at any time or skip any question you do not wish to answer. This interview will take 8-10 minutes and is authorized by Office of Management and Budget Control No. 1505-0191.

_____

PROG. NOTE: TERMINATE SCREEN
Those are all of the questions I have for you. Thank you for your interest in this project.

_____

QA.   Are you the person in your organization that has the most to do with using **or** distributing data from the Census Bureau?

      1   Yes
      2   No
      DK
      REF

_____

{IF QA=1, ASK QB; OTHERWISE GO TO QAX}

QAX.	Is there another person in your organization who has the most to do with using **or** distributing data from the Census Bureau?

1	Yes
2	No
DK
REF

_____
{IF QAX=1, ASK QX1; OTHERWISE GO TO TERMINATE SCREEN}

QX1.	Contact Name

[RECORD CONTACT NAME]

_____
QX2.	Contact Number
[RECORD CONTACT PHONE NUMBER]

_____

QB.	In the **last two years** have you contacted the Census Bureau or used its website www-dot-census-dot-gov? *(This refers to any type of contact, not just person to person contact.)*

1	Yes
2	No
DK
REF

_____

{IF QB=1, CONTINUE; OTHERWISE GO TO TERMINATE SCREEN}
Now, I am going to ask you some questions about data products from censuses and surveys, as well as services from the Census Bureau with which you have had experience.

Q1.   Before you used these data products and services you probably knew something about the U.S. Census Bureau. Now think back and remember your expectations of the overall quality of the Census Bureau data products and services. Please give me a rating on a 10 point scale on which "1" means your expectations were "not very high" and "10" means your expectations were "very high."

How would you rate your expectations of the overall quality of data products and services from the Census Bureau?

[RECORD NUMBER 1-10]
DK
REF
_____
Thinking about the Census Bureau's website, www-dot-census-dot-gov…

Q2.   How accurate and reliable do you find data products on the Census Bureau's website? Again we will use a 10 point scale on which "1" means "not at all accurate and reliable" and "10" means "very accurate and reliable." How accurate and reliable do you find data products from the Census Bureau?

[RECORD NUMBER 1-10]
11   Never used the website
DK
REF
_____
{IF Q2 = 11, GO TO INTRO BEFORE Q7; OTHERWISE CONTINUE}

Q3.   How valuable to you and your users are the data provided by the Census Bureau on its website? Using a 10-point scale on which "1" means "not at all valuable" and "10" means "very valuable," how valuable are the data on the website?

[RECORD NUMBER 1-10]
DK/Never used the website
REF
_____
Q4.   How difficult or easy do you find it to navigate the Census Bureau's website to get the information you need? Using a 10 point scale on which "1" means "very difficult" and "10" means "very easy," how difficult or easy is it to navigate the website?

[RECORD NUMBER 1-10]
DK/Never used the website

REF

_____

Q5.   To what extent are you able to find the information you are looking for on the Census
        Bureau's website? Using a 10-point scale on which "1" means "cannot find
        information I am looking for" and "10" means "can find all the information I am
        looking for," to what extent are you able to get the information you want?

        [RECORD NUMBER 1-10]
        DK/Never used the website
        REF

_____

Q6.   How well have the options for retrieving or manipulating data from the Census
        Bureau's website met your needs and the needs of your users? Using a 10-point scale
        on which "1" means "not very well" and "10" means "very well," how well have the
        options for retrieving or manipulating data met your needs?

        [RECORD NUMBER 1-10]
        DK/Never used the website
        REF

_____

And thinking about customer service from the Census Bureau…

Q7.   How courteous are Census Bureau staff with whom you have had contact? Using a 10
        point scale on which "1" means "not at all courteous" and "10" means "very
        courteous," how do you rate the courtesy of Census Bureau staff?

        [RECORD NUMBER 1-10]
        DK
        REF

_____

Q8.   How professional are Census Bureau staff with whom you have had contact in terms of being knowledgeable, helpful, and responsive? Using a 10-point scale on which "1" means "not at all professional" and "10" means "very professional," how do you rate the professionalism of Census Bureau staff?

       [RECORD NUMBER 1-10]
       DK
       REF

_____

Q9.   Please consider all your experiences in the past year with Census Bureau data products and services. Using a 10-point scale, on which "1" means "not very high" and "10" means "very high," how would you rate the overall quality of the Census Bureau data products and services?

       [RECORD NUMBER 1-10]
       DK
       REF

_____

Satisfaction includes many things. Let's move on and talk about your **overall satisfaction** with Census Bureau data products and services…

Q10.   First, please consider all your experiences to date with Census Bureau data products and services. Using a 10 point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how **satisfied** are you with Census Bureau data products and services?

       [RECORD NUMBER 1-10]
       DK
       REF

_____

Q11. Considering all of your expectations, to what extent have Census Bureau data products and services fallen short of your expectations or exceeded your expectations? Using a 10-point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent have Census Bureau data products and services fallen short of or exceeded your expectations?

[RECORD NUMBER 1-10]
DK
REF

_____

Q12. Forget the Census Bureau for a moment. Now, I want you to imagine an ideal data provider. (PAUSE) How well do you think the Census Bureau compares with that ideal data provider? Please use a 10-point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."

[RECORD NUMBER 1-10]
DK
REF

_____

Next, I want you to think about any communication you may have had with the Census Bureau over the past year regarding complaints about data products or the website. **I am not talking about complaints about census counts, only data products or the website.**

Q13. Have you complained to the Census Bureau about data products or the website within the past year?

1   Yes
2   No
DK
REF

_____

{IF Q13 = 1, ASK Q13A; OTHERWISE GO TO Q14}
PROG. NOTE: IF Q13A=4 OR 5 OR 6, GO BACK TO Q13 AND SET Q13=2, PROGRAM
SHOULD THEN TAKE RESPONDENT TO Q14.

Q13A.   What was your complaint about? *(ASK AS AN OPEN-END; ACCEPT ONE
         MENTION)*

*(If respondent says 4, 5 or 6, this is not a valid answer. The program will go back and code
         these respondents as having said no to Q13.)*

         1   A specific data product
         2   The website in general
         3   American Fact Finder on website
         4   Census count problem
         5   Undercount problem
         6   Census Bureau not releasing adjusted data
         7   Other
         DK/Not relevant/Did not complain
         REF

_____

Q14.   How confident are you that the Census Bureau will do a good job in the future of
       supplying data products and services? Using a 10-point scale on which "1" means "not
       at all confident" and "10" means "very confident," how confident are you that the
       Census Bureau will do a good job supplying data products and services?

       [RECORD NUMBER 1-10]
       DK
       REF

_____

Q15.   If asked, would you be willing to say positive things about data products and services
       from the Census Bureau? Using a 10 point scale on which "1" means "not at all
       willing" and "10" means "very willing," how willing would you be say positive things
       about Census Bureau data products?

       [RECORD NUMBER 1-10]
       DK
       REF

_____

APPENDIX B

FREQUENCIES AND MEANS OF SURVEY QUESTIONS

```
STRATA


                                                      Valid      Cum
Value Label                   Value  Frequency  Percent  Percent  Percent

State Data Center Lead Agency   1        52       20.0     20.0     20.0
SDC Affiliates                  2       117       45.0     45.0     65.0
Census Information Center       3        13        5.0      5.0     70.0
Depository Libraries            4        78       30.0     30.0    100.0
                                       -------  -------  -------
                              Total     260      100.0    100.0


Valid cases     260    Missing cases      0

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Q1.   Before you used these data products and services you probably knew
      something about the U.S. Census Bureau.  Now think back and remember
your   expectations of the overall quality of the Census Bureau data products
and    services.  Please give me a rating on a 10 point scale on which "1"
means        your expectations were "not very high" and "10" means your
expectations      were "very high." How would you rate your expectations of
the overall       quality of data products and services from the Census
Bureau?

                                                      Valid      Cum
Value Label                   Value  Frequency  Percent  Percent  Percent

                                2         4        1.5      1.6      1.6
                                3         5        1.9      1.9      3.5
                                4         4        1.5      1.6      5.0
                                5        25        9.6      9.7     14.7
                                6        13        5.0      5.0     19.8
                                7        45       17.3     17.4     37.2
                                8        82       31.5     31.8     69.0
                                9        36       13.8     14.0     82.9
                               10        44       16.9     17.1    100.0
Don't know                     98         1         .4    Missing
Refused                        99         1         .4    Missing
                                       -------  -------  -------
                              Total     260      100.0    100.0

Mean          7.663

Valid cases     258    Missing cases      2
```

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Q2. How accurate and reliable do you find data products on the Census
    Bureau's website? Again we will use a 10 point scale on which "1"
    means "not at all accurate and reliable" and "10" means "very accurate
    and reliable." How accurate and reliable do you find data products
    from the Census Bureau?

| | | | | Valid | Cum |
Value Label	Value	Frequency	Percent	Percent	Percent
	4	2	.8	.8	.8
	5	4	1.5	1.6	2.4
	6	4	1.5	1.6	4.0
	7	20	7.7	8.1	12.1
	8	59	22.7	23.8	35.9
	9	78	30.0	31.5	67.3
	10	81	31.2	32.7	100.0
Don't know	98	9	3.5	Missing	
Refused	99	3	1.2	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean   8.774

Valid cases   248   Missing cases   12

- -

Q3. How valuable to you and your users are the data provided by the Census
    Bureau on its website? Using a 10-point scale on which "1" means "not
    at all valuable" and "10" means "very valuable," how valuable are the
    data on the website?

| | | | | Valid | Cum |
Value Label	Value	Frequency	Percent	Percent	Percent
	1	2	.8	.8	.8
	4	1	.4	.4	1.2
	5	5	1.9	1.9	3.1
	6	6	2.3	2.3	5.4
	7	19	7.3	7.3	12.7
	8	43	16.5	16.6	29.3
	9	47	18.1	18.1	47.5
	10	136	52.3	52.5	100.0
Don't know	98	1	.4	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean   8.985

Valid cases   259   Missing cases   1

Q4. How difficult or easy do you find it to navigate the Census Bureau's
website to get the information you need? Using a 10 point scale on
which "1" means "very difficult" and "10" means "very easy," how
difficult or easy is it to navigate the website?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	.4	.4
	2	6	2.3	2.3	2.7
	3	12	4.6	4.7	7.4
	4	19	7.3	7.4	14.8
	5	36	13.8	14.0	28.8
	6	34	13.1	13.2	42.0
	7	60	23.1	23.3	65.4
	8	48	18.5	18.7	84.0
	9	22	8.5	8.6	92.6
	10	19	7.3	7.4	100.0
Don't know	98	3	1.2	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean   6.619

Valid cases   257   Missing cases   3

- -

Q5. To what extent are you able to find the information you are looking
for on the Census Bureau's website? Using a 10-point scale on which
"1" means "cannot find information I am looking for" and "10" means
"can find all the information I am looking for," to what extent are
you able to get the information you want?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	3	1.2	1.2	1.2
	3	3	1.2	1.2	2.4
	4	4	1.5	1.6	3.9
	5	12	4.6	4.7	8.6
	6	42	16.2	16.5	25.1
	7	58	22.3	22.7	47.8
	8	73	28.1	28.6	76.5
	9	43	16.5	16.9	93.3
	10	17	6.5	6.7	100.0
Don't know	98	4	1.5	Missing	
Refused	99	1	.4	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean   7.412

Valid cases   255   Missing cases   5

Q6.   How well have the options for retrieving or manipulating data from the
       Census Bureau's website met your needs and the needs of your users?
       Using a 10-point scale on which "1" means "not very well" and "10"
       means "very well," how well have the options for retrieving or
       manipulating data met your needs?

| | | | | Valid | Cum |
Value Label	Value	Frequency	Percent	Percent	Percent
	1	2	.8	.8	.8
	2	1	.4	.4	1.2
	3	3	1.2	1.2	2.4
	4	5	1.9	2.0	4.4
	5	23	8.8	9.2	13.6
	6	28	10.8	11.2	24.8
	7	59	22.7	23.6	48.4
	8	68	26.2	27.2	75.6
	9	33	12.7	13.2	88.8
	10	28	10.8	11.2	100.0
Don't know	98	9	3.5	Missing	
Refused	99	1	.4	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean   7.400

Valid cases   250   Missing cases   10

- -

Q7.   How courteous are Census Bureau staff with whom you have had contact?
       Using a 10 point scale on which "1" means "not at all courteous" and
       "10" means "very courteous," how do you rate the courtesy of Census
       Bureau staff?

| | | | | Valid | Cum |
Value Label	Value	Frequency	Percent	Percent	Percent
	5	1	.4	.6	.6
	6	6	2.3	3.4	4.0
	7	12	4.6	6.8	10.8
	8	39	15.0	22.2	33.0
	9	36	13.8	20.5	53.4
	10	82	31.5	46.6	100.0
Don't know	98	80	30.8	Missing	
Refused	99	4	1.5	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean   8.983

Valid cases   176   Missing cases   84

Q8.   How professional are Census Bureau staff with whom you have had
       contact in terms of being knowledgeable, helpful, and responsive?
       Using a 10-point scale on which "1" means "not at all professional"
       and "10" means "very professional," how do you rate the
       professionalism of Census Bureau staff?

| | | | | Valid | Cum |
Value Label	Value	Frequency	Percent	Percent	Percent
	1	1	.4	.5	.5
	2	1	.4	.5	1.1
	5	4	1.5	2.2	3.2
	6	4	1.5	2.2	5.4
	7	6	2.3	3.2	8.6
	8	36	13.8	19.5	28.1
	9	50	19.2	27.0	55.1
	10	83	31.9	44.9	100.0
Don't know	98	73	28.1	Missing	
Refused	99	2	.8	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean   8.957

Valid cases   185   Missing cases   75

- -

Q9.   Please consider all your experiences in the past year with Census
       Bureau data products and services. Using a 10-point scale, on which
       "1" means "not very high" and "10" means "very high," how would you
       rate the overall quality of the Census Bureau data products and
       services?

| | | | | Valid | Cum |
Value Label	Value	Frequency	Percent	Percent	Percent
	1	1	.4	.4	.4
	3	1	.4	.4	.8
	4	2	.8	.8	1.6
	5	4	1.5	1.6	3.1
	6	11	4.2	4.3	7.4
	7	34	13.1	13.2	20.5
	8	92	35.4	35.7	56.2
	9	67	25.8	26.0	82.2
	10	46	17.7	17.8	100.0
Don't know	98	2	.8	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean   8.275

Valid cases   258   Missing cases   2

27

Q10. First, please consider all your experiences to date with Census Bureau
      data products and services. Using a 10 point scale on which "1" means
      "very dissatisfied" and "10" means "very satisfied," how satisfied are
      you with Census Bureau data products and services?

```
                                                    Valid     Cum
Value Label                 Value  Frequency  Percent  Percent   Percent

                              2         1        .4       .4        .4
                              3         1        .4       .4        .8
                              4         2        .8       .8       1.5
                              5         7       2.7      2.7       4.2
                              6        15       5.8      5.8      10.0
                              7        52      20.0     20.1      30.1
                              8        87      33.5     33.6      63.7
                              9        54      20.8     20.8      84.6
                             10        40      15.4     15.4     100.0
Don't know                   98         1        .4    Missing
                                    -------  -------  -------
                          Total      260     100.0    100.0

Mean           8.046

Valid cases     259      Missing cases      1
```

- -

Q11. Considering all of your expectations, to what extent have Census Bureau
     data products and services fallen short of your expectations or
     exceeded your expectations? Using a 10-point scale on which "1" now
     means "falls short of your expectations" and "10" means "exceeds your
     expectations," to what extent have Census Bureau data products and
     services fallen short of or exceeded your expectations?

```
                                                    Valid     Cum
Value Label                 Value  Frequency  Percent  Percent   Percent

                              2         1        .4       .4        .4
                              3         2        .8       .8       1.2
                              4         8       3.1      3.1       4.3
                              5        50      19.2     19.5      23.8
                              6        33      12.7     12.9      36.7
                              7        59      22.7     23.0      59.8
                              8        67      25.8     26.2      85.9
                              9        23       8.8      9.0      94.9
                             10        13       5.0      5.1     100.0
Don't know                   98         2        .8    Missing
Refused                      99         2        .8    Missing
                                    -------  -------  -------
                          Total      260     100.0    100.0

Mean           6.930

Valid cases     256      Missing cases      4
```

28

Q12. Forget the Census Bureau for a moment. Now, I want you to imagine an
      ideal data provider. (PAUSE) How well do you think the Census Bureau
      compares with that ideal data provider? Please use a 10-point scale
      on which "1" means "not very close to the ideal," and "10" means "very
      close to the ideal."

| | | | | Valid | Cum |
Value Label	Value	Frequency	Percent	Percent	Percent
	1	1	.4	.4	.4
	3	4	1.5	1.6	2.0
	4	8	3.1	3.2	5.2
	5	19	7.3	7.5	12.7
	6	43	16.5	17.1	29.8
	7	65	25.0	25.8	55.6
	8	74	28.5	29.4	84.9
	9	22	8.5	8.7	93.7
	10	16	6.2	6.3	100.0
Don't know	98	6	2.3	Missing	
Refused	99	2	.8	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean   7.155

Valid cases   252   Missing cases   8

- -

Q13. Have you complained to the Census Bureau about data products or the
      website within the past year?

| | | | | Valid | Cum |
Value Label	Value	Frequency	Percent	Percent	Percent
No	0	243	93.5	93.5	93.5
Yes	1	17	6.5	6.5	100.0
		-------	-------	-------	
	Total	260	100.0	100.0	

Valid cases   260   Missing cases   0

Q13A. What was your complaint about?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
A specific data product	1	4	1.5	23.5	23.5
The website in general	2	10	3.8	58.8	82.4
Other	7	3	1.2	17.6	100.0
	.	243	93.5	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Valid cases   17   Missing cases   243

- -

Q14.   How confident are you that the Census Bureau will do a good job in
        the future of supplying data products and services? Using a 10-point
        scale on which "1" means "not at all confident" and "10" means "very
        confident," how confident are you that the Census Bureau will do a
        good job supplying data products and services?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	2	.8	.8	.8
	2	2	.8	.8	1.6
	3	1	.4	.4	2.0
	4	6	2.3	2.4	4.3
	5	12	4.6	4.7	9.0
	6	12	4.6	4.7	13.7
	7	45	17.3	17.6	31.4
	8	70	26.9	27.5	58.8
	9	50	19.2	19.6	78.4
	10	55	21.2	21.6	100.0
Don't know	98	5	1.9	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean   8.000

Valid cases   255   Missing cases   5

30

Q15. If asked, would you be willing to say positive things about data
      products and services from the Census Bureau? Using a 10 point scale
      on which "1" means "not at all willing" and "10" means "very willing,"
      how willing would you be say positive things about Census Bureau data
      products?

```
                                                  Valid     Cum
Value Label               Value  Frequency  Percent  Percent  Percent

                            1        3        1.2      1.2      1.2
                            2        3        1.2      1.2      2.3
                            3        4        1.5      1.6      3.9
                            4        3        1.2      1.2      5.1
                            5       15        5.8      5.8     10.9
                            6       16        6.2      6.2     17.1
                            7       37       14.2     14.4     31.5
                            8       54       20.8     21.0     52.5
                            9       39       15.0     15.2     67.7
                           10       83       31.9     32.3    100.0
Don't know                 98        2         .8    Missing
Refused                    99        1         .4    Missing
                                  -------  -------  -------
                          Total    260      100.0    100.0

Mean          8.078

Valid cases     257     Missing cases      3
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STATE

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                                                  Valid     Cum
Value Label               Value  Frequency  Percent  Percent  Percent

ALABAMA                     1        8        3.1      3.1      3.1
ARIZONA                     4        7        2.7      2.7      5.8
ARKANSAS                    5        6        2.3      2.3      8.1
CALIFORNIA                  6       12        4.6      4.6     12.7
COLORADO                    8        2         .8       .8     13.5
CONNECTICUT                 9        5        1.9      1.9     15.4
DELAWARE                   10        2         .8       .8     16.2
DISTRICT OF COLUMBIA       11        3        1.2      1.2     17.3
FLORIDA                    12        4        1.5      1.5     18.8
GEORGIA                    13        6        2.3      2.3     21.2
IDAHO                      16        2         .8       .8     21.9
ILLINOIS                   17       10        3.8      3.8     25.8
INDIANA                    18        4        1.5      1.5     27.3
IOWA                       19        5        1.9      1.9     29.2
KANSAS                     20        2         .8       .8     30.0
KENTUCKY                   21        6        2.3      2.3     32.3
LOUISIANA                  22        5        1.9      1.9     34.2
MAINE                      23        2         .8       .8     35.0
MARYLAND                   24        6        2.3      2.3     37.3
MASSACHUSETTS              25        7        2.7      2.7     40.0
MICHIGAN                   26        8        3.1      3.1     43.1
STATE
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MINNESOTA                   27        9       3.5      3.5      46.5
MISSISSIPPI                 28        2        .8       .8      47.3
MISSOURI                    29        7       2.7      2.7      50.0
MONTANA                     30        5       1.9      1.9      51.9
NEBRASKA                    31        5       1.9      1.9      53.8
NEVADA                      32        4       1.5      1.5      55.4
NEW HAMPSHIRE               33        1        .4       .4      55.8
NEW JERSEY                  34        7       2.7      2.7      58.5
NEW MEXICO                  35        4       1.5      1.5      60.0
NEW YORK                    36       11       4.2      4.2      64.2
NORTH CAROLINA              37        5       1.9      1.9      66.2
NORTH DAKOTA                38        6       2.3      2.3      68.5
OHIO                        39        6       2.3      2.3      70.8
OKLAHOMA                    40        5       1.9      1.9      72.7
OREGON                      41        5       1.9      1.9      74.6
PENNSYLVANIA                42       10       3.8      3.8      78.5
RHODE ISLAND                44        3       1.2      1.2      79.6
SOUTH CAROLINA              45        2        .8       .8      80.4
SOUTH DAKOTA                46        4       1.5      1.5      81.9
TENNESSEE                   47        5       1.9      1.9      83.8
TEXAS                       48        9       3.5      3.5      87.3
UTAH                        49        4       1.5      1.5      88.8
VERMONT                     50        3       1.2      1.2      90.0
VIRGINIA                    51       10       3.8      3.8      93.8
WASHINGTON                  53        6       2.3      2.3      96.2
WEST VIRGINIA               54        4       1.5      1.5      97.7
WISCONSIN                   55        5       1.9      1.9      99.6
WYOMING                     56        1        .4       .4     100.0
                                   -------  -------  -------
                          Total      260    100.0    100.0

Valid cases     260    Missing cases        0

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